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# Oculus Innovative Sciences Partner, Quinnova Pharmaceuticals, Launches Microcyn(R)-Based Atrapro(TM) Products

## **Atrapro(TM) Antipruritic Hydrogel Reduces Itch, Pain, and Burning While Providing Dermatologists With an Effective Alternative to Steroids**

PETALUMA, Calif., Feb. 21, 2012 (GLOBE NEWSWIRE) -- Oculus Innovative Sciences, Inc. (Nasdaq:OCLS) partner, Quinnova Pharmaceuticals, today launched the Atrapro™ family of products formulated from the Microcyn® Technology platform. The two products, Atrapro™ Antipruritic Hydrogel, which reduces the itch, pain, and burning of various dermatoses, and Atrapro Dermal Spray with preservatives, for wound care, are both prescription products that are being promoted to the U.S. dermatology market.

"I believe this to be a transcendent step in the advancement of treatment for atopic dermatitis and other pruritic dermatoses," said Jeffrey Day, president of Quinnova. "Historically, most patients have been limited to a regimen of steroids, which we know over time become less efficacious in managing this affliction. With the introduction of Atrapro we provide dermatologists and their patients with a clinically proven and safe alternative, and cohort, to steroids."

Quinnova's licensing of the Microcyn formulations for management of atopic dermatitis was announced in February of 2011, the same month in which the new formulation received FDA 510(k) clearance. Since that time, the hydrogel formulation has been the subject of numerous studies by a variety of U.S. dermatologists.

"We're energized by our partnership with Quinnova, recognizing they have the resources to effectively introduce the Microcyn Technology into a U.S. dermatology market that is eager for non-steroidal-based solutions," said Hoji Alimi, founder and CEO of Oculus. "This is a major opportunity for us since the addressable U.S. market for atopic dermatitis was over four-hundred million dollars in 2009. At the same time, we are looking to partner additional dermatology applications with Quinnova including scar reduction and a drug treatment for acne."

For more information or to order visit the web site at [www.quinnova.com/products/atapro](http://www.quinnova.com/products/atapro) or phone 1 (877) 660-6263.

### **About Atopic Dermatitis**

According to research firm GlobalData, in 2009 there were approximately 35 million cases of atopic dermatitis reported within the seven geographies (the U.S., UK, Germany, France, Spain, Italy and Japan). This equated to a prevalence of approximately 5%.

In a 2009 GlobalData study, it was estimated the global atopic dermatitis therapeutics market delivered revenues of \$643 million in 2009. It is expected to grow to \$810 million at a Compound Annual Growth Rate (CAGR) of 3.4% by 2016. Globally, the United States remains the largest market for atopic dermatitis therapeutics, and generated revenue of \$402 million in 2009. It is forecast to grow at a CAGR of 3.8% over the next seven years to reach \$582 million by 2016.

Symptoms of atopic dermatitis are characterized by itchy skin, which can lead to rash, redness, swelling, crusting and scaling. The disease affects up to 20 percent of infants and young children, who continue to have symptoms as adults with significant impact on their quality of life. The exact cause is unknown, but genetics are considered a key factor.

Topical corticosteroids (such as hydrocortisone, betamethasone, and fluticasone) are the most common treatment for atopic dermatitis. As eczema tends to be persistent, most people will have to use topical steroids on and off for many years. If used continuously topical steroids may lose their effectiveness after a few weeks (this is known as tachyphylaxis).

### **About Quinnova Pharmaceuticals, Inc.**

A wholly owned subsidiary of AmDerma, LLC, Quinnova Pharmaceuticals, Inc. is a specialty pharmaceutical company founded on innovative, patent-protected dermal delivery technologies. Quinnova's delivery platforms are utilized to transport safe and effective pharmaceutical ingredients through the epidermis in unique, convenient, and cosmetically elegant formulations. Addressing a wide variety of skin conditions, it is the company's mission to provide superior treatment solutions and product value to clinicians and patients alike. For more information, please visit [www.quinnova.com](http://www.quinnova.com).

### **About Oculus Innovative Sciences**

Oculus Innovative Sciences is a *commercial healthcare* company that designs, produces and markets innovative, safe and effective healthcare products. Oculus is pioneering innovative solutions in multiple markets including dermatology, oral care, surgical, wound care, animal healthcare and others, and has commercialized products in the United States, Europe, India, China and Mexico and select Middle East countries. The company's headquarters are in Petaluma, California, with manufacturing operations in the United States and Latin America. More information can be found at [www.oculusis.com](http://www.oculusis.com).

### **Forward-Looking Statements**

Except for historical information herein, matters set forth in this press release are forward-looking within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including statements about the Company's commercial and technology progress and future financial performance. These forward-looking statements are identified by the use of words such as "provide," "introduce," and "partner," among others. Forward-looking statements in this press release are subject to certain risks and uncertainties inherent in the Company's business that could cause actual results to vary, including such risks that regulatory clinical and guideline developments may change, scientific data may not be sufficient to meet regulatory standards or receipt of required regulatory clearances or approvals, clinical results may not be replicated in actual

patient settings, protection offered by the Company's patents and patent applications may be challenged, invalidated or circumvented by its competitors, the available market for the Company's products will not be as large as expected, the Company's products will not be able to penetrate one or more targeted markets, revenues will not be sufficient to fund further development and clinical studies, the Company may not meet its future capital needs, and its ability to obtain additional funding, as well as uncertainties relative to varying product formulations and a multitude of diverse regulatory and marketing requirements in different countries and municipalities, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission including the annual report on Form 10-K for the year ended March 31, 2011. Oculus Innovative Sciences disclaims any obligation to update these forward-looking statements except as required by law.

Oculus and Microcyn are trademarks or registered trademarks of Oculus Innovative Sciences, Inc. All other trademarks and service marks are the property of their respective owners.

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